

Appendix D

CLARK COUNTY ECONOMIC STRATEGY AND ACTION PLAN

The Economic Development Element of the comprehensive plan presents a broad brush view of the county's policies and goals for economic development. The plan chapter is based on the input of citizens and economic development interests. The county government needs to focus on actions that are achievable, affordable, provide meaningful and measurable results, and build upon efforts by other jurisdictions and the private sector.

Clark County identified three primary economic development strategies for the next 5 to 10 years. The strategies are:

1. Prepare identified nodes of growth for economic development;
2. Reduce regulatory barriers;
3. Increase the county's capacity to support and participate in economic development.

Other strategies are important and useful, however the county concluded that the three identified strategies are essential to moving the county's job growth forward and are achievable.

Each strategy is supported by action items. In some cases the action items support more than one strategy. Action items that support more than one Strategy are identified with a **. The action items will require procedural change, code changes, legislative advocacy and community partnerships.

Prepare specific nodes (Focus Public Investment Areas (FPIA)) for enhanced economic development.

Focusing on nodes of growth and supporting these with focused public investment is a new policy objective in the comprehensive plan. While structuring its focus public investment areas for industrial land enhancement, Clark County should evaluate all relevant factors, including preferred funding option(s), timing of proposal, funding amount, and term of the enhancement program to maximize opportunities for successful implementation.

Clark County in December 2003 or as soon thereafter as is feasible should take one or a combination of the following steps to enhance high priority focus public investment areas identified through the Plan Update Process:

- a) Create zoning designations, developer agreements, or other tools that protect designated areas of focused public invested from fragmented growth or unplanned residential and commercial growth. (Yr 1-5)
- b) Develop a wetlands mitigation bank. (Yr 1-5)**
- c) Develop a process for prequalification of sites, and a process for encouraging landowners to use the pre-qualification process to address environmental issues. (Yr 5-10)**
- d) Develop a 60 to 90-day review process for major economic developments. (Yr 1-5)**
- e) Look for revisions to the concurrency program that protect trips for industrial and office uses. (Yr 1-5)**
- f) Establish a discretionary fund for the county's use in economic development. (Yr 1-5)**

Reduce regulatory barriers.

The importance of this action is differentiation. Like businesses, Clark County should translate ideas into action and make trade-offs that have a good fit among other activities. The following actions taken together would constitute a differentiated position in the marketplace.

- a) Develop a 90-day review process for projects of economic significance. (Yr. 1-5)**
- b) Develop e-permitting focused on assisting commercial and industrial growth. (Yr. 1-5)
- c) Amend the development code to assist small business in renovating, expanding or relocating businesses. (Yr.1-5)
- d) Rezone parcels out of industrial use if they are severely constrained by environment, adjacent land use, or transportation. (Yr. 5-10)
- e) Look for revisions to the concurrency program that protect trips for industrial and office uses. (Yr. 1-5)**
- f) Develop a process for prequalification of sites, and a process for encouraging land owners to use the pre-qualification process. (Yr. 5-10)**

Increase the capacity of county government to support and participate in economic development.

The following actions address having the resources to undertake economic development. Other capacity issues not included in the action items but cited in the *Economic Development* element are people-based concerns dealing with education and workforce development and placed-based in terms of the supply of developable lands.

- a) Establish a discretionary loan fund for the county's use in economic development. (Yr 1-5)**
- b) Grow the discretionary fund to a meaningful amount. (Yr 5-10)

- c) Provide dedicated professional staff for economic development to implement the action plan. (Yr. 1-5)
- d) Develop land aggregation strategies and protect new large industrial land sites from being subdivided into less than parcels of 50 acres in size. (Yr5-10)
- e) Work with ports to expand port properties to include sites suitable for targeted industries and high-tech firms including lease and ownership options. (Yr 1-5)
- f) Support the ports in joint county-wide marketing efforts.
- g) Investigate tools for meaningful Tax Increment Financing, B and O tax, revenue sharing and revenue pooling, etc, which may require new state legislation.